El Excéntrico

Gratis!

Magazin Social, Fotográfico Latino-Americano

HUMBERTO GARCIA
Director

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LIBERTAD LAMARQUE

CINEMA NEWS

★ *Rigo Ordaz*

Somebody said that the culture of a nation was best expressed through the movies of that same nation. It is true. Many have looked up to the American movie and have accepted it as the ideal way of life. Not all American movies represent nor show the American culture. Many movies produced in American soil do not measure up to the standard of technical quality. They make many poor movies in Hollywood. They also make some of the world's best. Last week, while I was in Hollywood, I went to the Egyptian Theater. They were showing MY FAIR LADY. I must say that this picture is one of the year's best. It might win an Oscar for Audrey Hepburn who plays the part of Eliza. Many a movie critic believed that with the Cleopatra flop the American cinema would go in a downfall. They were shown wrong with new masterpiece. The director, George Cukor, was consagrated with this new film.

Audrey Hepburn in the role of Eliza is wonderful. Rex Harrison as Professor Higgins couldn't be better.

The story is an adaptation of Bernard Shaw's play PYGMALLION.

We will soon see it in our theaters.

* *

One of the men I admire in the motion picture world is Walt Disney. My admiration is not only for his Mickey Mouse cartoons, but because he has managed to produce clean, healthy movies. Most of them carry a well intentioned message. Mr. Disney has come a long way: and to think that he started with a second-hand camera.

Walt Disney's latest contribution is "Mary Poppins" which had its premiere at Hollywood's Chinese Theater. Starring in Mary Poppins is Julie Andrews and Dick Van Dyke. We should have more of this kind of movies.

* * *

Mario Moreno "Cantinflas" is said to be the world's richest comedian. In fact he is so rich that he doesn't care if he makes another film in his life. He lives in a hilltop home, which has seen many an exciting event. Such as Liz Taylor's wedding to Mike Todd. When I was working with Ronnie Luster (a UP correspondent in Mexico who photographed the Todd wedding) I asked him why was Acapulco such a star-magnet. He answered that it was the good climate, lots of tequila and enough opposite sex, that's all.

Anyway, "Cantinflas" has accepted to star in Henry King's A PORTRAIT OF THE LADY. The movie, a historical story woven around the Basilica in Mexico where the serape with the imprint of the Virgin is. Another of King's movies which had a great religious impact was The Song of Bernadette.

A PORTRAIT OF THE QUEEN may turn out a serious movie; by all means different from PEPE which was a success in its category.

* * *

Maria Felix and Augustin Lara, top artists of the Mexican cinema appeared at the Rainbow Ballroom here in San Jose. In November they were at the Million Dollar Theater, as to now I do not know what their plans are. Agustin Lara went to Spain not too long ago, where he was cheerfully received by a Spanish crowd. His famous piano compositions are known all over the world. Maria Felix's son is getting to be known in the Mexican cinematic circles after his debut in the movies. He might be a well known actor, of course he came up the hard way.

Your comments are welcome at
EXCENTRICO - 195 Devine Street
or RIGO ORDAZ
1801 Margaret Street

NOTE: Rigo Ordaz es estudiante del Instituto de Artes y Ciencias Cinematograficas en Los Angeles, California. Atendio a la Academia Bautista del Valle - en Texas.

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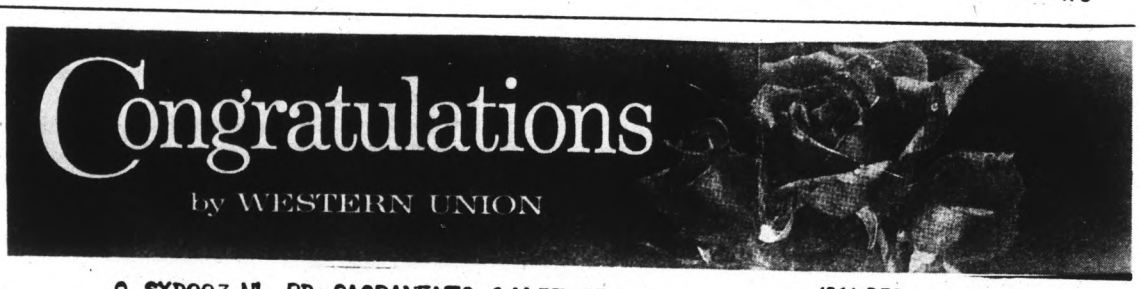


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The Quiet Mexican American

Andrew G. Diaz

"Christianity and Youth"

In the past I have spoken about the Mexican American culture, Hatred, Negligence, Education, Discrimination and even Communism.

Let me begin by restating some of my past statements. We as human beings and of Mexican American descent whether we be classified as Mexican, Spanish, Puerto Rican, or Cuban, all have the same idea in common to proudly conserve our past ideas, welfare, religion, and spirit, let us step back for a few minutes and let it be known, I accept all criticisms which has long been my policy. Our only way to achieve our goal is by negotiating, not by squabbling with the anglos.

I as a youthful student feel in my soul a deep urge to express myself as an individual but also about man's relation to the acts of man as they relate to his fellow-man and not as we commonly express ourselves.

I'll save time by simply being direct in my approach. I'm not a Saint by far, yet I'm deeply concerned about our raza spiritually, and his optimism in the views of Christ. Here is why!

I feel because of my past experience and my foresight, in a position second to none to express my facts. "About youth as well as man".

Let me begin by simply asking ourselves what is the true meaning of Spiritual. In the eyes of our youth and I include Myself in this category, merely as a religious saying of Christ and in relation to accepting Christ as our Saviour, but don't we lose the whole concept and meaning, we tend to finagle our way out by overlooking it as simply a mystery, supernatural and immaterial needs in our lives. I do not speak for my benefit, nor do I intend to contradict our Holy Bible, I simply draw my conclusion from true impressions and facts absorbed by one whose religious life has been neglected because of one to a million reasons encountered in our complex society. How many times do we come across this picture.

Joe Lopez goes to church merely because Mr. Gonzales the next door neighbor goes. This is exactly what I meant in past issues that a large number of our raza expect to be spoon fed. Is it not true that we must accept reality: I do not say that I am of this type tho I do not put myself a step higher than my neighbor, and maybe if we all reconsider our reasons for going to church we will do our share in accepting the true meaning of Christianity.

Personally my friend I believe church is not the end of the line, tho the beginning of a more richful and enjoyable way of living.

I furthermore state if ever the need arises, that I will place myself in a position of indefinite results to help any juvenile or criminally inclined individual. I furthermore repeat without hesitation for which I have had the good fortune of survive this state of being so far, and let me expose to you the educator, the businessman, priest, or politician, when Johnny needs help he wants help and not excuses, sympathy, propaganda or a waiting period. And I will further share my experiences by going to the extent of speaking about social existence among ourselves, no matter if were young or old it is based on the principles of personal and moral responsibility toward our fellow individual whom needs help. Don't underestimate your child just because he obeys the golden rule set by his parents. A child can live by the golden rule and yet can go astray as well as any child whom is neglected by society. For I have been very close to friends who have parents who go to the extent of buying him a new automobile to keep him happy and after he graduates from school and is on his own he elevates himself to petty crimes and on toward grand theft.

Just because we have the ability to succeed in achieving our limitations to cope with society is no excuse to neglect our neighbor. We must put ourselves in a position closer and more qualified to love thy neighbor spiritually and guide him to recognize the true relation of suitability.

I will at this time repeat my goal in this publication, simply to indicate to all elders concerned, disregarding church denominations that youth looks to you as an example and not at the golden rule set by you, for church is the prime foundation in any human being, just as the floor is the foundation of our home. I furthermore use a phrase expressed to me by a concerned individual whom has recently added an additional foundation in our community, for the benefit of the spanish speaking people who are concerned about youth and christianity.

This gentleman's name is Mr. John Garcia. He simply replied, I'm not solely concerned about a person's soul, but also about the sole he wears about his shoe. The location site of the new Presbyterian Church, 2155 Cunningham Avenue, services in Spanish at 7 P.M. I personally believe Mr. Garcia has had experiences not known even in existence to us, I speak about customs and traditions of foreign countries and even tours in maximum security penitenturies.

And by my personal experiences while in juvenile institutions, I believe in being honest and sincere to my fellow mates, and felt hostile to any authority. I would think about lots of crazy things. I would not believe and accept positive answers, and retaliate with negative ideas, and I have to say I believed that our ugly society would in the future needs more individuals who are sincere and clue the people in by experience and true ideas. I decided to use this idea and felt snug in this position.

I sincerely believed in Christianity, but by far not in Churchianity. And I'm not an atheist nor am I luny, I'm simply drawing my past ideas, to bring about my present conclusions. If you wonder why I felt this way I suggest you use common sense.

(continued next page) .....

Quite often I would sit in church sermons, made mandatory by regulations. And I'll be frank, I'd say later to myself, what kind of mumbo jumbo jazz is this, he descended into hell.....

And I'd deeply become more hostile within myself, and would not accept the credability of Genesis. At times I'd even feel that church was holy and other times sinful. Why? Simply because I've seen people whom classify themselves as Christians and use the church as, ...er not say!

I've seen elders participate in large church suppers, and I have nothing against church suppers, tho I'd later see these people go home and treat their children as family pets, and are lucky if they ate a good meal before bedtime. And before long I began to wonder if there was any relation between these sinful individuals and their Holy God. About this time I became confronted with other challenges, and what I was left with, scares of many phoney Christians tho how I feel is immaterial. It is up to me whether to accept Christ or not! ATTEND CHURCH!!

Sincerely and truly,
Andrew G. Diaz
CY 7-8577

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Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian

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Maria de la Luz Sánchez

De Charla con las Estrellas

Nuevamente, al iniciar el presente reportaje sobre la incipiente visita a nuestra blanca y bella ciudad de San Jose, de una de las mas grandes, gentiles y aplaudidas artistas cinematograficas contemporaneas, la sensitiva Libertad Lamarque, quiero agradecer sinceramente a la poderosa empresa pionera del Norte de California, como lo es la Empresa Davilla, las facilidades que siempre me ha brindado para entrevistar en nombre del EXCENTRICO, a todas las celebridades del Septimo Arte y del escenario que de cuando en cuando visitan estas uberrimas tierras californianas.

Por esta vez, como ya lo apunte en un principio, toco el turno de confesarse con EL EXCENTRICO a la inmarcesible Libertad Lamarque, que en compania de ese magnifico y unico dueto comico femenino en America que lo forman Hortensia Clavijo y Josefina Olguin conocidas como LAS KUKARAS, se presentaron en persona, en el popular Rainbow Ballroom, la noche del domingo primero del año en curso.

En espera de la llegada de la famosa diva gaucha, ama y señora del tango, entreviste primero al fantastico dueto de LAS KUKARAS quienes amablemente me confiesan que el 4 de Octubre de 1950 se iniciaron en el arte escenico, llenando un hueco dentro de su especialidad, ya que como llevo dicho, ellas forman el unico dueto comico femenino en las tres Americas. Han visitado triunfalmente Cuba, Santo Domingo, Guatemala y la Republica de El Salvador. Por primera vez visitan San Jose, y se sienten encantadas de convivir, siquiera sea por unas pocas horas con sus hermanos de raza de aquende la frontera. La simpatica y comica pareja causa muy agradable impresion en cuantos las conocen y conversan con ellas.

Libertad Lamarque, la bella mujer de la voz de arrullo y de la exquisita femineidad, se presenta minutos mas tarde escoltada por su esposo el pianista Carlos Malerba. Viste un elegante traje negro sobre el que aletea graciosamente una larga chalinilla de transparente y rosado tul. Ni una sola joya, a ecepcion de una magnifica perla negra que luce en una de sus blancas y aristocraticas manos, realza su dulce belleza. En ella, en Libertad, todo es dulzura, una dulzura exceptional y unica que realza singularmente su persona, su voz de privilegio, su palabra, su mimica, todo lo relativo a su arte histrionico. La Dama del Tango conquisto la fama de que tan merecidamente goza en la cinta de plata, casi desde que hizo su aparicion en ella, cosa por cierto bien dificil para la generosidad de los astros y estrellas de pantalla; pero Libertad, a base de esos dos factores que siempre y en todo momento han realzado su arte y su personalidad, y que son, como ya lo dije, su dulzura y su exquisita femineidad, se constityo en la ecepcion de la regla. Ya era famosa y mundialmente aplaudida cuando salio de su patria la Republica Argentina en donde habia filmado 17 de las 55 peliculas que ha hecho hasta la fecha, todas en Mexico a ecepcion de las 17 que realizara en su tierra natal. Como se ve, cabe a nuestra mundialmente famosa industria filmica mexicana, la honra de haber dado una solida madurez al arte magnifico de Libertad Lamarque. Ella es de los pocos idolos del celuloide que se siempre se advierten en un plano ascendente, merced a la generosa entrega de su encantadora personalidad en todas y cada una de sus peliculas y de su perfecta identificacion con los personajes que interpreta. Sus dos peliculas en laboratorio, cuyos titulos son: "Mi Corazon Canta", y "Los Hijos que yo Soñe", nos reservan gratas sorpresas.

La mimada artista de todos los publicos me confia que es la segunda vez que visita San Jose, y que le agrada la ciudad de los Jardines. Un afectuoso abrazo de la gran cantante rubrica esta entrevista que robustece la opinion que ya tenia formada sobre la exquisita personalidad y el arte depurado de la dulce **Libertad Lamarque.**



Nuestra **redactora, Maria de la Luz Sanchez,** entrevistando a la famosa artista argentina, Libertad Lamarque en su segunda visita a San Jose. En la extrema derecha, el magnifico fotografo Carl Roach, a cuyo magico lente, se deben las fotos que ilustren este reportaje.

El magnifico dueto comico femenino, unico en su genero, que forman Hortensia Clavijo y Josefina Olguin, LAS KUKARAS de quienes se habla **en este reportaje.**



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CLUB San Felipe



Candy Veliz

MERRY CHRISTMAS AND HAPPY PROSPEROUS NEW YEAR are Club San Felipe wishes for all you wonderful people.

Congratulations to boss Humberto Garcia and his EXCENTRICO for 15 years of wonderful service to the community.

Soon to say their I do's is Henry Lopez and Anita Diaz. Congratulations.

In Del Rio, Texas, on Dec. 26th Ruby Sotelo and lovely Yolanda Cuellar will become Mr. and Mrs. Rudy will soon commence his teaching career & Yolanda is a beautician. This young man and young lady were meant for each other. To this congenial couple Club San Felipe wishes their heartiest congratulations.

CLUB SAVOY WON THEIR LAST SHUFFLE-BOARD GAME. Leo Perez starred. Les hubiera de decir que ya era tiempo, pero no lo voy hacer.

La Señorita Mirta Castro procedente de Vacacineo, Sinaloa, Mexico, esta disfrutando de una curta vacacion visitando a su hermana Ofelia de esta ciudad. De nuestra parte le deciamos a esta bella damita mucha suerte y que su estancia en esta ciudad sea placentera.

* *



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another raffle they had wo
mings. Que Suertecita

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TRICO Anniversary was
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may not be able to do
does but she has class and
Te aventaste Ray. Te feli

Joe and Lotty Flor & Hilda Moran are now compadres. If the trend keeps up in a few years we may have to change the name of the club.

An ideal couple and frequently seen together are lovely Gloria Gomez and Joel Reyes.

It looks like Hopie Alamillo is in love. Too bad I don't know the name of the gentleman.

El Zarape, a bar owned and operated by Joe and Art Ramirez is now open for business.

It is located in the outskirts of Madrone and is in front of the Rest Haven Motel. Lots of luck Joe & Art.

Again a very Merry Christmas and Happy Prosperous New Year to each and every one of you.

Finis . . . .
Candy----

WEDDING INVITATIONS

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Merry Christmas!

Happy New Year!

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The day following a National Election is a day of change. This change is inherent in politics because the political activity within a community returns to the local and state level. In California and particularly here in Santa Clara County the two major concerns to the voter favored no solutions through the casting of votes.

The agricultural industry and the Mexican-American community share together the concern over next year's harvest. The problem is not one that can be solved by uncompromising insistence nor by ignoring the issue. That this problem is complex is no more clearly shown than by the inconsistent stands taken by both elected officials and by contenders for public office in the political races of this year.

Quite obviously the Bracero program has lost its sanctity under the statutes. However, in complete devotion to political security, Governor Brown has acknowledged on the one hand that the interests of the Labor Force must be promoted while on the other hand he has offered forth his support to the agricultural industry with suggestions of utilizing Public Law 414. The situation thus remains. Either some means of harvesting the crops is guaranteed or the farmers will plan no crops for next year. In an economy not completely replaced by the Space Industry the agricultural contribution to our community still involves the lives and livelihoods of the major segment of our population. The direct effect upon the families who work in the canneries, trucking companies, grocery stores, truck and auto maintenance and even gasoline stations would leave its mark. In general each of us either directly or indirectly would be affected. If however, the interests of the Mexican American are ignored by a renewal of the Bracero program, the problem then becomes institutional. But the apparent destiny of next year's harvest does not lie in either of these two avenues of approach. Public Law 414 looms to the fore as the probable "solution". The provisions of this law are even less desirable than those of the bracero program. At this point there remains two major contributions that each of us can make.

The first is one of the basic premises of representative government. If we have strong and constructive ideas they should be made known to Governor Brown c/o State Capitol Bldg., Sacramento, California; and to Congressman Gubser, c/o House Office Building, Washington, D. C.

A letter or telegram (there are special rates for Public Opinion telegrams) from each voter in the districts which these legislators represent would certainly make them cognizant of all sides of the issue. The other contribution could be a considerable addition the sociological advancement of our community.

Through such an organization as the Mexican American Civic Council the efforts of the various other organizations could be coordinated for stronger voice and action.

Expansion of programs for civic improvement could possible include some such function as an inspection and endorsement of the facilities offered in contract to the labor force should PL 414 become implemented. This approach of constructive voluntary action could upgrade the standard of living for the labor force and be of benefit to the whole community.

The second major concern to the voter which remains today as an emotional, social, and economic problem is the extremely controversial issue of discrimination in housing. An approach to this problem by the peoples of our community is essential at this time. For if the members of our community do not take action then the spokesman for all of us will probably be one not of our choosing.

Again the utilization of the existing organizational structures coordinated through one well accepted and efficient body could make great strides in accomplishing the goal of fairness in housing.

On this last point I would personally like to have anyone who is interested in working on this problem to contact me.

Dr. NOE ARRAZATE, D.C.
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Daniel Saldaña

DAMON y PITIAS

Una de las mas grandes pruebas de amistad que se recuerda desde la antiguedad hasta nuestra epoca, es la amistad de los filosofos griegos, del tiempo de Dionisio el Joven en Sicilia.

Sin poder precisar a ciencia cierta cual fue la razon por la cual Pitias fue condenado a muerte por Dionisio; el filosofo fue sentenciado a ser decapitado. Sin otra alternativa Pitias acepto la sentencia y solo pidio el favor del soberano, para que le fuese permitido ir a su casa para poner en orden algunos asuntos antes de morir.

Dionisio le concedio el permiso, con la condicion de que su amigo Damon ocupara su lugar como reo sentenciado a muerte y en caso de que Pitias no regresara el dia y la hora de cumplir la sentencia el amigo seria decapitado. Damon acepto quedar en lugar de Pitias hasta que este regresara; se llego el dia de la ejecucion y el amigo no habia regresado. Dionisio ordeno que se ejecutara la sentencia en la persona de Damon, que habia quedado en lugar del reo.

Se levanto el cadalzo y la plaza se lleno de gente que se congrego para presenciar el sacrificio, se trajo el prisionero que sin ninguna protesta ni resistencia y con toda serenidad, se dispuso a morir en lugar de su amigo; cuando el verdugo levantaba la espada para decapitar a Damon, aparecio Pitias que por un accidente sufrido en el camino de regreso, apenas habia tenido tiempo de llegar a entregar su vida al verdugo y salvar la de su amigo que iba a morir en su lugar.

Dionisio presencio la escena en que se ponia de manifiesto la verdadera amistad demostrada por los dos amigos; se conmovio en lo mas profundo de su corazon y perdono a Pitias, suplicando que le permitieran formar parte de esa amistad que se profesaban los dos filosofos.

Daniel Saldaña

12 de Diciembre de 1964.
Misa Solemne dedicada a
La Santisima Virgen de Guadalupe.
Emperatriz de America,
en la
Iglesia de las Cinco Llagas
a las ocho y media de la mañana.
Asista a la misa y llevele unas
flores a la Santisima Virgen del Tepeyac.

Luz Ma. Araiza

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Maria La Rosa. Prop.

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CARMEN PEREZ daughter of Francisco and Maria Perez exchanged vows with Mr. MIGUEL MARTINEZ son of Andres and Rita Mercado de Martinez, Sept. 27, 1964 at 2:00 p.m. at the Holy Family Church in this city.
LEITER STUDIO

★★★★★★★★★★

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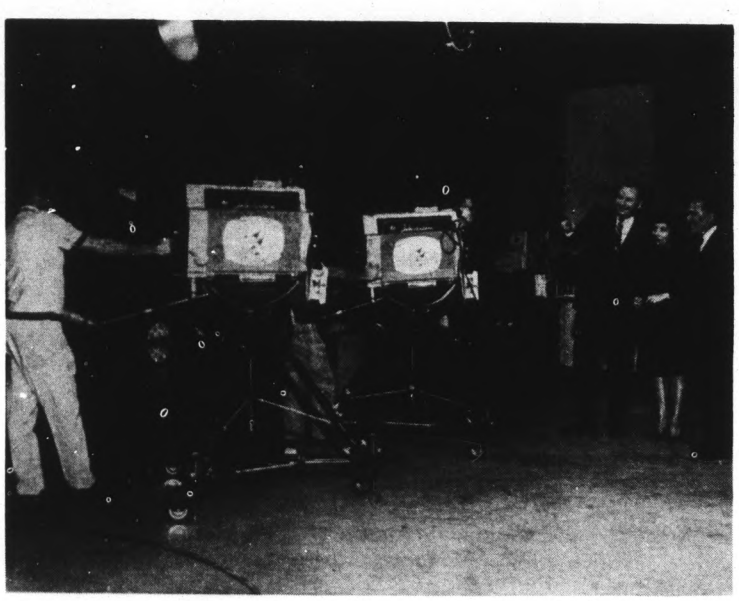
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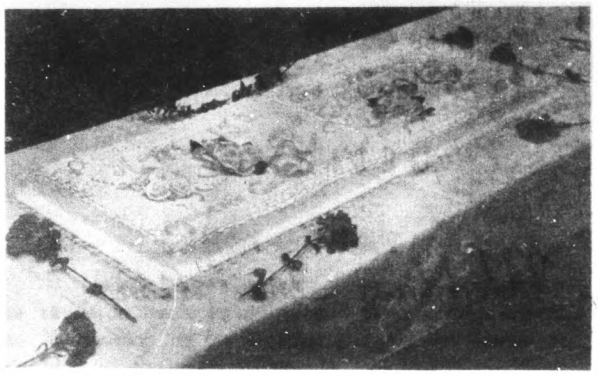
Excentrico visita los estudios de Television Canal 11

Eduaro " El Guero " quien presenta un programa de Television todos los Domingos enteramente en español a las 8:30 - 10:00 de la mañana explica a la Sra. Maria de la Luz Sanchez repottera del mismo y a Humberto Garcia, director de Excentrico lo complicado e interesante de las camaras de Television, se filmo una corta entrevista con motivo del 15 aniversario de la revista el EXCENTRICO que fue transmitada el 29 de Noviembre.

En la foto los camarografos Howard Stapleton, Gene Nordstrom y el director de escena Bob Schneider.



Excentrico Door Prize Winners



This beautiful and delicious CAKE was presented to Humberto Garcia publisher of EXCENTRICO on the 15th ANNIVERSARY of EL EXCENTRICO by COTTAGE BAKERY
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This prizes were presented Friday, Dec. 4th at the Hawaiian Gardens Terrace room during Excentrico's 15th Anniversary Banquet - Dance.



NINFA CARRIZALES
Member of Club Zanzaree was the winner of the beautiful white CAPE donated by MAYO BRIDAL'S
Tel. 294 - 4348 85 W. San Antonio St.
Making the award on the right is Enriqueta Lorigo, owner

PATSY HERRERA
Held the LUCKY NUMBER and won an original PERMANENT WAVE from SIMON'S BEAUTY SALON
295 - 5391 32 S. MARKET ST.
Owner Teddy Castillo had to leave and was not available fro presentation of prize.



DAN TELLEZ
Shall have his portrait taken a beautiful 8 x 10 hand colored by glamour photographer Mac Hernandez owner of LEITER STUDIO CY 3 - 3343 255 1/2 S. 1st. Dan is a columnist of EXCENTRICO and a member of the American G I Forum, he is on the left.

MRS. DAN TELLEZ
Was the fortunate winner of the PAPA RECLINING CHAIR donated by FURNITURE DISCOUNT HOUSE
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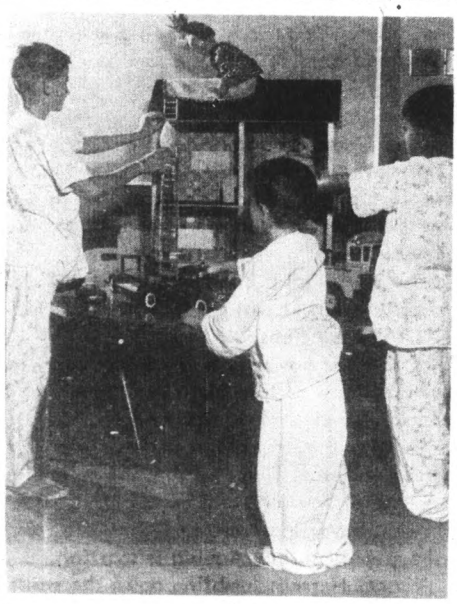
294 - 7241 **1045 E. Santa Clara St.**



Ailing children in Santa Clara County Hospital are in "toy heaven" right now. CRANK IT UP! says Ronald Horn (left) to fellow fireman in County Hospital kids ward. Toys were bequethed by the late Mrs. Mabel Lehr.

Mrs. Lehr, who died at the age of 81 last Spring in San Jose, willed $4800 to the Pediatrics Ward especially earmarked for purchase of nothing but toys! toys! toys!

The children received their first sizable delivery just a few days ago, and are now on Cloud 9, or as close as sick children can get to that heavenly place. Attorney J. E. Bean, Jr., who is administering Mrs. Lehr's estate, has worked out a way of making the $4800 last as long as possible. Remembering that the normal fate of toys is rapid destruction, or at least extreme wear and tear in a very short time. Bean has set it up with the estate's trustees to buy only a reasonable supply at a time. The kids would probably disagree with this piece of adult logic, but their vote was carefully not solicited.





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Club Zanzaree



Trudy Jimenez

We are urgently being asked to help Edwardo Garcia. This boy is three years old and is suffering from Leukemia and is not expected to live. He is one of nine boys. Donations are being accepted as well as cash donations to help the family with the heavy expense that goes with this illness. Blood donations can be given in his name.

Irene Sandoval and Henry Gonzalez exchanged vows on November 28th at Holy Family Church, with the reception at Mary Ann Gardens being at 4 o'clock with mariachis and a fountain of champagne and food, food, food.

Ofelia Carbajal and Ruben Bejarano eloping to Reno, a bridal shower was given to them by Mrs. Carbajal. Congratulations.

Who's the boy who is willing to sacrifice himself by marrying a certain girl even though he doesn't love her, girls reaction--no comment.

Follow the adventures of Felicia and Miguel, one week end the flame is high the following week end even the pilot light went out.

Armida Medina and Ray Cabello to marry Dec. 19th. Boy, what a rock Armida is sporting.

Frances Herrera tumbling down the stairs at the Rainbow. She claims they aren't making shoes like they used to. They call her Grace for short.

Sorry to hear that Willie Vargas will no longer play at El Sol. Bobby Zamora will play starting this Friday.

What happened to the big romance between Nelson and Lillian Lozano, could it be that Lillian's love went with Nelson's job at Carmen's?

(Girls, I don't mind the dirty looks. If you would give me a friendly look that's when I'd worry.)

Javier Solis really attracted quite a crowd. Everybody and their brother was there, as usual he put on a tremendous show.

Connie Garza doing very well in her new shop, this all stems from her fabulous work in hair styling, for a different style see Connie.

Margo Najera, getting her beautician's license, out celebrating Saturday night.

Congratulations, Margo!

Haven't seen Jerry Hernandez as often as we used to, where have you been keeping yourself, Chon?

Stella Altamoreno seen quite often with a cute Fairchild engineer, that was a fast cure for a broken heart.

What's this I hear that Rudy Olivas married an Arthur Murray instructor, speaking of dancers, what happened to Larry Spurr?



In the picture is la Señorita Felicia Alviso. Felicia is the life of the party, personality tops, sorry fellows, but she's taken.

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THE REYES CLAN

Picture was taken at San Felipe's
EX - STUDENTS REUNION
Friday, November 6, 1964
at LOU'S VILLAGE

Left to right: Sussie, Bernice, Joel, Ramiro Dolores Cuellar and Pete Reyes.

Pete works at A. Hirsh and Sons Jewelry and is a very talented band leader.

Excentrico photography....



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TEDDY RODRIGUEZ Y SU CONJUNTO





UNION CITY NEWS

Simon Villa

ESTRELLA ATRACTIVA

Estrella atractiva y hermosa, Rosita Quintana,
artista mimada en nuestra NACION;
semeja calandria que en alba temprana,
comienza a entonar, su linda cancion.

Rosita tan blanca como una azucena,
sus labios rojos expresan animacion,
carino a un pueblo, Patria Mexicana
con la fibra ardiente de su corazon.

En tierra extranjera a Rosita Quintana,
el pueblo la aplaude con admiracion,
Rosita se siente feliz muy ufana
con el aplauso, pidiendole otra cancion.

Vestida de seda y roja boina,
Rosita con gracia y gran ilusion,
bailando y cantando, la cancion mexicana
brindado al publico en cada ocasion.

por Simon Villa

ARITMETICA INFANTIL - DIALOGO COMICO

Personajes ..... Catalina y Miguel

Catalina: Vamos a ver Miguel. Si un kilo de carne vale $1.50, cuanto debes pagar por 100 gramos?
Miguel: Veinte centavos.
Catalina: Fijate, 100 gramos es la desima parte de un kilo.
Miguel: Si, Catalina, pero siempre se pagan veinte centavos.
Catalina: Te falta atencion al contestar.
Miguel: No, Catalina, lo que falta es conciencia al carnicero.

por Catalina Rojas, Jr.

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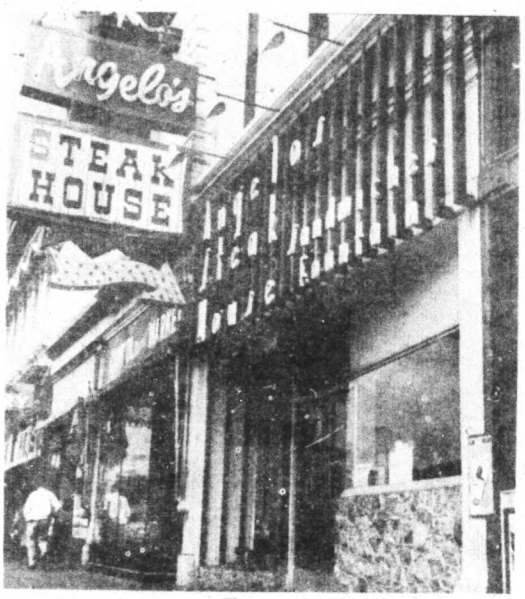
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El dia 4 de Diciembre durante un Banquete - Baile celebrado en el Hawaiian Gardens al cumplir la revista EXCENTRICO 15 años de publicarse el Dr. Joseph Pace Mayor de la ciudad presento a Humberto Garcia este certificado lee asi:

Greetings, Be it hereby known by these presents that Mr. Humberto Garcia has on this day been honored for his contributions toward making the City of San Jose California, an All - America City. In recognition of his contributions, this certificate is gratefully presented on this 4th day of December in the year of our Lord, 1964 for his valuable cooperation and assistance to the City of San Jose in reaching our Spanish speaking population through El Excentrico Magazine.

Firman: Dr. Joseph Pace, Mayor de la Ciudad
A. P. Hamann, City Manager



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CHRISTMAS DAY DANCE - Friday, Dec. 25th

NEW YEAR'S EVE

THURSDAY, DECEMBER 31st.



Club Riviera

Harold Martinez

It is often said that all good things must end. This old saying certainly reflects the mood for this, my final column.

Club Riviera met on Saturday, December 5th, for elections at Alviso's City Hall and the results were as follows:

President Frank Kawakami
Vice President Richard Moreno
Secretary Jess Esparza
Treasurer Paul Ramirez
Public Relations Frank Espinoza
Sergeant at Arms David Esparza
Athletic Manager Frank Espinoza

It may seem conspicious to you that my name does not appear among those elected. The following letter to the U. L. A. C. might explain a few things.

Mr. Chairman and Members:

After several weeks of debating with my conscience and in all fairness to the council, I do, with the greatest regret submit my resignation as Vice-President of the council. What appeared at first to be a temporary assignment for me to work on swing shift, has now become a permanent assignment. I am, therefore, unable to attend any of the meetings and conduct any of the business in connection with the Council, Club Riviera and even the United Food Drive. I have instructed our membership to select a person, or persons to replace me at all these functions.

Respectfully submitted,
Herold Martinez

I would like to thank all those who took the time to read my ravings. I hope some day I can again return to the staff. It has been a pleasure to work with Humberto Garcia and his crew, and with all those who helped me and contributed material so that I could have something to write about.

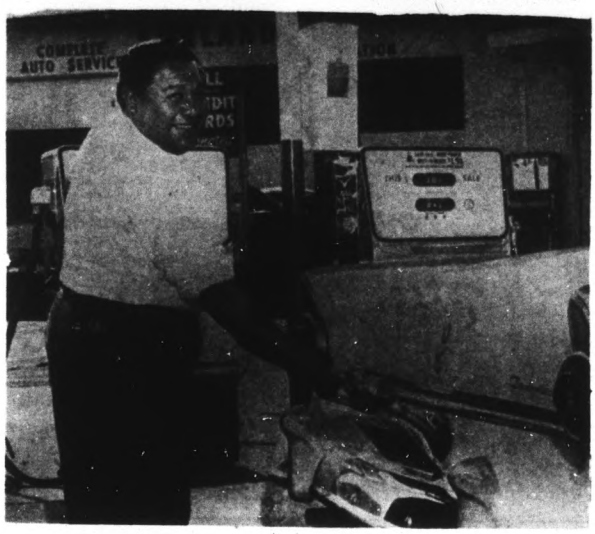
SPONSORS

I also would like to thank our sponsors for their support. They are, Maria's Club on No. 13th Street and Hank Coca of Furniture Discount House on 82 E. Santa Clara Street.

CLUB NEWS

My successor will be Frank Espinoza and I wish him the best of luck. Most of you know that Frank served as our President this past year. He has also served as Vice President and Secretary in previous years.

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En la grafica el Dr. Lawrence Stern y la guapa recepcionista Sussan Lopez.

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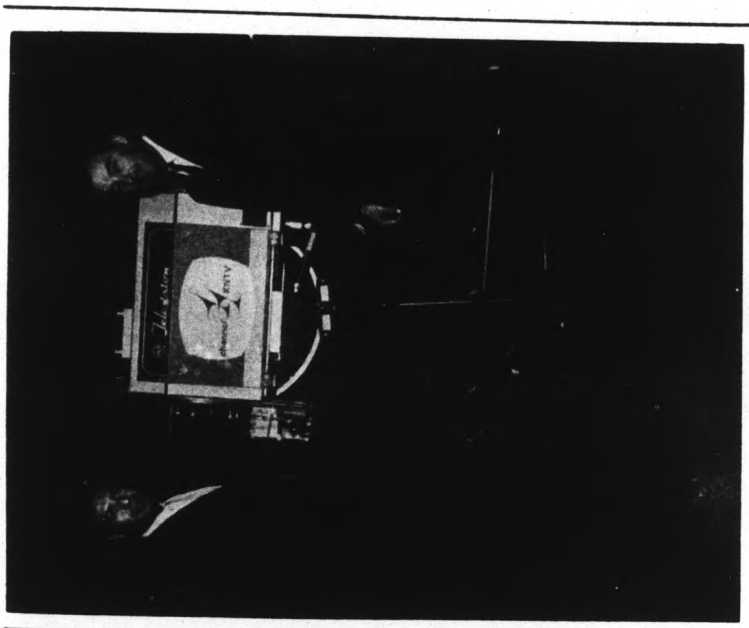
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PAGOS FACILES

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En la foto Manuel Fernandez prensista de la Revista EXCENTRICO y el director de programas del canal 11 de Television de esta ciudad.

Dice Manuel YO y Gregory Peck, YO y Gary Grant, YO y Arturo de Cordova tenemos talento para actuar delante de las Camaras de Television algun dia que me den una oportunidad comprobare todo esto, el director Don Hayward nada mas sonrie.

Humberto Garcia director de Excentrico dice: todo lo que dice Manuel es cierto y agrega, Manuel es muy fotogenico lo unico que le afea es la cara, la voz suena como los engranes de una prensa de imprenta sin aceite y su figura es la de Agustin Lara, no fijandose en nada de esto es el perfecto especimen.



En la grafica: Parte del Atento Personal.

Ozuna

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EL FOTOGRAFO de las ESTRELLAS ... !

Richard Diaz



Felicitando al gran cantante y astro del Cine Nacional JAVIER SOLIS se encuentra el joven Pepe Ozuna quien presta sus servicios en la gran PANADERIA y TORTILLERIA OZUNA propiedad de su padre el Sr. Ozuna. La foto fue tomada durante la reciente visita de Javier Solis a esta ciudad.



ME RECEIVES CERTIFICATE for meritorious Journalistic SERVICES

Left to right: Carlos Gomez who did a fantastic job as master of ceremonies at EXCENTRICO'S 15th Anniversary BANQUET - DANCE held at the Hawaiian Gardens Friday, December 4th, Me being presented with certificate by publisher Humberto Garcia, the event was very successful, my association with the publisher has been for over 7 years and still going strong.



DOÑA MARIA FELIX
y el compositor de fama internacional
AGUSTIN LARA

La foto capta un momento de la despampanante presentacion de la escultrual Maria Felix luminaria del cine nacional durante su presentacion en el popular Rainbow Ballroom de esta ciudad, haciendo derroche de arte en compañia del unico musico - poeta Agustin Lara.



En la foto la encantadora Becky Castillo hija de los esposos Castillo su mama es Teddy propietaria de Simon's Beauty Salon 32 Market St. y Becky Sandoval quien atiende a la escuela alta San Jose, sus padres son Sr. y Sra. Steve Sandoval.

Medina - Trujillo



El dia 7 de Noviembre del presente año, marcando el reloj las 2:00 de la tarde, en solemne ceremonia religiosa la Srita. JUANITA TRUJILLO contrajo nupcias con el joven MARTIN MEDINA hijo de la Sra. Nellie Medina, en la Iglesia HOLY FAMILY de esta ciudad de San Jose, California. La RECEPCION se verifico en el Hall I.A.B.S. asistiendo familiares e invitados. Juanita es nativa de Colton, Calif. y Martin de esta cd.

Despues de su LUNA de MIEL en San Francisco estable cieron residencia en esta.

En la foto: Manuel Medina, Nobert Herena, David F. Galvan, Sam Trujillo, Adela Silva, Lina Palizio, Maria M. Galvan - madrina, Robert Galvan - padrino, Gloria Bedolla, Barbier Rodriguez y los pajecitos Ruben Rodri-Rodriguez y Susie Sagia.

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El dia 4 de Diciembre en el Hawaiian Gardens, la Revista EXCENTRICO celebro su 15avo ANIVERSARIO de vida con un elegante Banquete - Baile a la cual asistieron numerosas personalidades se entregaron certificados de apreciacion a todos los colaboradores presentes de esta publicacion. Las fotos captan algunos aspectos de este evento.



La Sra. Maria de la Luz Sanchez presenta una placa al director Humberto Garcia obsequio de todas sus amistades, en el centro el columnista de Excentrico Roberto Rodriguez quien hizo un magnifico discurso de elogios (tan empalagoso como la miel Karo) para el director pero con excelente estructura y diccion.
Afuera de bromas Roberto es un gran amigo y en esta redaccion se le tiene en alto aprecio y estimacion, lleva por nombre " THE WITTY ONE ". La Sra. Maria de la Luz Sanchez dirijio la palabra corta y substanciosa.

* * * * * * * * * * * * * * * *

Lamentamos no poder presentar fotos de otras presentaciones tales como: Un primoroso regalo al Sr. Humberto Garcia Cocktail glasses con servidor automatico hecho por el club de damas ZANZAREE y Marce Mora.

Presentacion de una placa por el Sr. Pompeyo Garcia en representacion de la Camara Mexicana de Comercio.

Cuatro cenizeros de plata por los esposos Walter Reynold y Ray and Elaine Dittburner.

Igualmente deseamos expresar nuestro mas sincero agradecimiento a Eduardo Grigg por la entrevista en television Canal 11, a Carlos Gomez quien fue el maestro de Ceremonias de este evento como igualmente por la publicidad de radio en su programa dominical en KPER todos los Domingos de 3:00 a 4:00 p.m.

A todo el comite que organizo este evento, Enriqueta Lorigo - coordinadora, y cuya publicidad en su programa dominical MOSAICO de MELODIAS en KPER 2:00 a 3:00 de la tarde fue insuperable. Marce Mora - Bid Chairman por su incansable labor, David Sierra - Vice Chairman quien desempeño su puesto como un oficial militar, Manuel Fernandez - publicity director y prensista de EXCENTRICO y sinceramente dudamos que haya una persona con mas sentido de responsabilidad.

A Pat Vasquez - chairman quien no pudo participar debido a la tragedia que ocurrio con su hijo politico, pero a quien le sobraba voluntad.

Expresamos nuestras mas expresivas gracias a el Club RIVIERA por su excelente asistencia y podiamos seguir mencionando a las inumerables personas que nos ayudaron en este evento pero por motivos de espacio nos es imperativo terminar. GRACIAS !



El Doctor Juan De Heras, D.C. en representacion del Club De Leones presenta una placa a Humberto Garcia

A la izquierda: Carlos Gomez quien se lucio como Maestro de Ceremonias en este evento, Isabel Gomez Enriqueta Lorigo - coordinadora de esta fiesta y Humberto Garcia - director de EXCENTRICO.





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1994 Coastland Avenue
San Jose, Calif. 95125
November 24, 1964

Mr. Humberto Garcia
Editor, EL EXCENTRICO

Dear Mr. Garcia:

Belated congratulations to EXCENTRICO and its staff on their 15th anniversary of public service. And congratulations also on the very fine article written by Andy Diaz, who seems to speak for every level-headed Mexican American I've ever known.

It will take many more similar articles, however, to offset the damage done by the ill-advised use of communistic propaganda recently used in your paper. (If that character liked it so much in Cuba, why in the hell didn't he stay over there?) Disclaimers accompanying an article do little, really, to excuse editorial irresponsibility.

As editor you should always bear in mind-trite as it may sound---that the pen is mightier than the sword. EXCENTRICO can do much to help our people here.....or to hurt them---depending on the good judgment of its editor.

Sincerely yours,

Nick Gonzales



MR. and MRS.
Ernesto and Alicia Castaño

Excentrico presents personalities that attended San Felipe's Ex-Students Reunion, Friday, Nov. 6 at LOU'S VILLAGE.



MR. and MRS.
Lito and Concha Ramirez



MR. and MRS.
Ted and Letty Cervantes





Dave Sierra

FORUM PAYS TRIBUTE TO HUMBERTO GARCIA

The American GI Forum of San Jose, never an organization which forgets those which have helped it become the highly respected and smooth-functioning organization it is, recently paid tribute to San Jose's Humberto Garcia on the 15th anniversary of his great publication, EL EXCENTRICO.

Mr. Garcia is one of the best friends the American GI Forum has and the Forum remembered his 15th anniversary by presenting him with a desk-top pen and pencil set suitably engraved to mark the occasion. Shown in photo are (left to right) Dan Tellez, Recording Secretary; Dave Sierra; William Lopez, Chairman; Humberto Garcia; Candy Veliz; and Human Dynamo Robert Rodriguez.

Missing from the photo are Joe Manriquez, Ruben De La Serda, and Felix Leon, all Forumeers who attended Excentrico's 15th Anniversary at the Terrace Room of the Hawaiian Gardens.

Much of the success of EL EXCENTRICO'S 15th Anniversary Dinner-Dance at the Hawaiian Gardens must go to dynamic and hard-working Carlos Gomez. This event was the first opportunity we had ever had to work with this fine gentleman and it is no secret that his sparkling personality and his conscientious application to the job at hand greatly contributed to the success of the program and to the general joyful atmosphere of the evening. Carlos, Muchisimas gracias. Todo el exito de esta ocasion se le debe a usted.

A big thanks also to Robert Rodriguez, the after dinner speaker who delivered a very apropos testimonial about Humberto Garcia. Robert hit the nail on the head with his address as did Pompeyo Garcia, Maria de la Luz Sanchez, and Doctor Juan de Heras who also addressed the gathering.

The highlight of the evening has to be the very well constructed blonde who did the wild twist on the stage late in the evening. Bert Garcia, Jr. took some shots of Beautiful Legs in action but his dad is a square and did not print them so we could run them in this column. Maybe for the next issue. Cross fingers.

We can't forget to thank Jessie Delgado, one of the American GI Forum's scholarship winners, who kept track of things at the door. Thanks a million Jessie, for an excellent job.

Incidentally, if you want to find city officials with little or no class, look no further than San Jose. Mayor Joseph Pace addressed the crowd and delivered what to me sounded like a commercial for his medical practice and a campaign speech for the next city council elections.

Ex-Mayor Welch followed with a discourse on what to me sounded like attempting to prove his fine association with the Mexican American.

Both of you men are trying too hard. Relax.

* * * *



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Domingo, Lunes, Martes 20,21,22 de Diciembre



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